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HARD WORK PAYS DIVIDENDS FOR SOUTH AUSTRALIA'S VISITOR ECONOMY **BUREAU CONTINUES TO DELIVER IN ITS 40TH YEAR**

The Adelaide Convention Bureau has released its 2013/14 annual report at its AGM with data confirming its strategy for the year has paid dividends and reinforcing that 'business events' are a key economic driver of the state's visitor economy.

In a highly competitive national and international market, increasingly lucrative incentives offered to event organisers by destinations are becoming the norm. The Adelaide Convention Bureau, strategically took an alternative approach with a volumetric tactic utilised to winning business for South Australia.

The strategy proved successful with \$116.5m worth of future business events to be hosted by the state. These events will attract over 37,000 visitors to the state and importantly, generate some 1,130 jobs. These figures represent an exceptionally healthy 58:1 ROI.

"It is an exceptionally competitive marketplace and credit must be given to the entire Adelaide Convention Bureau team who have pitched 30% more bids than was our target. Of the 138 events secured for South Australia, 13 are international events and 48% were secured for the low tourism months. I cannot praise the team enough for their sterling efforts this past year" said Mr Kitto.

Presenting a bid submission is a lengthy exercise requiring not only the physical preparation of the bidding document but national and international relationship building and maintenance of event organisers and decision makers is also a vital component. To this end, in 2013/14 the Adelaide Convention Bureau sales team conducted 21 sales missions into key national and international markets to tirelessly campaign for the state.

Mr Kitto also acknowledged the welcome news by the Bureau of the State Government's 2-year bid fund that is already paying dividends.

"Undoubtedly this bid fund is assisting the destination in attracting events and we are currently sitting on over \$200m of pipeline of activity. I also wanted to acknowledge the 80 industry leaders who make up our Conventions Adelaide Program. These influencers continue to be the key drivers of assisting the Bureau in identifying and bidding for large conference opportunities, including a handful of conferences that will attract 3,000+ delegates if successful.

Adelaide Convention Bureau chair Mr Phil Baker echoed the sentiments of Mr Kitto with respect to the fierce nature of the industry and praised the strategic thinking of the Bureau. His report acknowledged both the achievement of the Bureau over the past 40 years and provided an indication of the way forward for the organisation.

Mr Baker advised that the Adelaide Convention Bureau Board is currently finalising its three year strategic plan which will focus on delivering the best results possible for members but will also explore sustainable funding models with government and industry. This will aim to ensure the Bureau's current levels of activity and results may be maintained. It will also continue to enable the city's generational infrastructure boom to be leveraged now and into the future.

Full report is at <http://www.adelaideconvention.com.au/latest-news/>

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